

into other areas. The small town of today often finds itself competing for its very existence in retail trade and several related fields with shopping centers that are miles away.

A graphic idea of the retail trade area for Maiden is illustrated by Figure 7. This figure was drawn by use of Reilly's Law of Retail Gravitation -- a mathematical formula developed in 1929 by William J. Reilly while he was studying at the University of Texas. Reilly's Law states that two cities attract retail trade in direct proportion to the population of the square of the distance between the two cities. Based on the neighboring cities of Newton, Lincolnton, Hickory and Mooresville and their size and distance from Maiden, the trade area of Maiden ranges from two to four miles from the center of town, except for a little more than eight miles on the Mooresville side.

That the trade area of Maiden is quite limited was also brought out in personal contacts made for this study. Clothing needs for an entire family, for example, are often not met by shopping locally; in fact, for many family needs, other than groceries, there is little variety to be found without shopping out of town.

Trade data from the U.S. Department of Commerce and from State agencies such as the Sales and Use Tax Division is published on a county and major city basis, although little information is available for the Maiden level. There is, however, indication that retail sales have continued to increase for the general Catawba County area. The U. S. Department of Commerce Census of Business notes an increase of 34.5% (from \$74 million to \$95 million) for the county as a whole between 1958 and 1963,